

Statistics Show Automobiles Are Rapidly Growing in Favor in All Sections

FIGURES SHOW AUTOMOBILE IS GROWING IN FAVOR

Interesting Facts Revealed By Statistics Gathered By Magazine.

By HARRY WARD.

How many of your neighbors own automobiles, and how much did they pay for them? What kind of cars are they? Such questions are not always prompted by idle curiosity. They can be asked for the purpose of discovering commercial facts that have a broad and illuminating significance. In addition to proving the extraordinary growth of the industry, the results generally contain several other real surprises.

A New York magazine has been asking questions along this line recently, and the answers are highly interesting. It has been discovered, for example, that out of its 265,000 subscribers 105,000 own motor cars, or about 40 per cent., and the investment in these cars, at an average price of \$2,391, amounts to \$249,000,000.

The data upon which these figures were based was secured in the following manner: Letters asking if the recipient owned a car, and if so, what make, were mailed to 11,422 persons in thirteen typical cities and two suburban and country districts.

It was found from the answers received that 3,085 owned cars of an average price of \$2,391. These cars included 151 makes, and each brand was represented by from one to 185 cars. The latter figure, the highest, belonging to a Detroit-made car, while one other Detroit car, a low-priced model, passed the 150 mark and five Michigan-made cars passed the 100 mark. Only one car made outside of Michigan had more than 100 answers in the tabulation, and it was below 150.

The Airco Tire Filler Company, with offices in the Southern Building and tire filling plant at 225-224 Fourteenth street, is having a big demand for its product. Thomas G. Brady is general manager of the company. Airco has been placed in the casings of a large number of Washington cars since the establishment of the company's parent office here. Drivers are finding that by using proper inflation pressure and getting the same tread as with a pneumatic tire, they are getting results which more than overbalance any difference, fancied or real, in the riding qualities of their cars. The claim is made for Airco that it increases the fabric of tires against blow-out ruptures and by so doing, prolongs its life beyond that of the rubber tread. The product is inserted within the inner tube, remains there without attention and being undetectable, gives satisfactory service during the life of the tires.

The Dupont Garage Company, which has long conducted a large garage at 5020 M street, has added a sales department and will handle the Columbia, Knight, Hudson and Sunbeam electric cars. J. E. Connolly is at the head of the enterprise, while R. A. Klock, one of the veterans of the automobile industry of this city, is in charge of the sales department, which is located at 1321 Fourteenth street.

The Goodrich tire depot and service station, formerly located at 1702 Fourteenth street, has been discontinued and the organization in charge has moved to the Diamond division store at 1404 Fourteenth street. Goodrich and Diamond tires alike, together with a complete line of sundries, will be carried in stock.

The new branch of the Posa-Hughes Company, agent for the Pierce-Arrow, was opened during the week at 1220 Connecticut avenue, with P. N. Pendergast as manager. Mr. Pendergast was formerly manager of the company's Newport branch and has a large acquaintance with the Pierce-Arrow. He will be assisted by R. S. Bartlett, of the Pierce Motor Car Company.

C. W. Nash, general manager of the Buick Motor Company and vice president of the General Motors Company, has been in the city several days. He came here to attend the wedding of his niece, Miss Helen Eldridge, who was married Thursday evening to Garnett Loeffler.

The Warrington Motor Car Company reports the sale of the Palmer-Singer "Brighton Six" to Dr. C. W. Brown. The machine is finished in royal blue and has natural wood wheels.

J. M. Stoddard and George Weaver, of the Cook & Stoddard Company, who have been in Cleveland during the past week attending a convention of Baker electric dealers, will return Monday. The convention is said to have been a big success, being attended by Baker dealers from all parts of the country.

Enters Motor Field



GORDON R. COWIE.

Plenty of Instruction For Motor Drivers

"In the early days," says a well-posted automobile dealer, "there was a reason for want of knowledge of how to drive a motor car properly. But with the present-day facilities for learning, surely there can be no excuse."

"Most manufacturers and dealers are only too pleased to offer instruction. Unfortunately, this is not always taken advantage of and particularly where the owner is to drive himself. It may be a case of not having enough spare time to take the lessons or maybe there is a little false pride or feeling of overconfidence."

"The general tendency now among car owners is, I believe, to forget the false pride and accept the assistance tendered. I am now of the opinion that the courtesy, which it is insisted every dealer shall give his customers, is being accepted and appreciated. The theory that every dealer should see the new owner well along the road toward becoming an accomplished driver is showing practical results. Though there occur daily scores of accidents, due to the carelessness and ignorance of inexperienced drivers, still the proportion of them to the number of cars sold in less today than it was a few seasons ago."

ENTERS MOTORCAR FIELD IN CAPITAL WITH GOOD LINE

Gordon R. Cowie Recent Addition to Automobile Row.

Gordon R. Cowie, one of the recent additions to automobile row, is by no means one of the lesser lights. Rarely has the trade taken unto itself a man more fully equipped and prepared in every way for the work of selling motor cars than Cowie.

He was born and raised in Washington and is a graduate of Notre Dame University at North Bend, Ind. He was identified with a number of business pursuits prior to this year, when he broke into the automobile business as the head of the G. R. Cowie Company, distributors of Lozier, Cole and H-C-H cars. Cowie is a quick thinker and a hard worker, a clever fellow with all the essentials for successful salesmanship and management. His courtesy is proverbial along automobile row.

Gordon R. Cowie, who is the nephew of Paymaster General Cowie, of the Navy, was the hero of a recent record-breaking automobile run from Washington to Nashville. Sitting at the wheel of a Cole touring car, he traveled the entire distance of 324 miles in forty hours, making an average of a little over twenty-three miles an hour. Near Mammoth Cave, Ky., the car hit a stone fence while traveling forty miles an hour, but the occupants of the machine escaped without injury. The damage sustained by the car was a bent fender and a broken hub cap.

"It was an exciting trip all right," said Mr. Cowie, in commenting on the record run, "but I would not like to take it again in a hurry. The staunch construction of the car was the only thing that saved us from being killed."

Moving Motors Over Sprinkled Streets

Pedestrians should be careful about walking in front of moving motor cars when the street has just been sprinkled. Unless it is raining, cars never have chains on the rear wheels, and only a small percentage of machines have non-skid tires. It is not only the danger of cars going straight ahead, but if the driver should suddenly put on the brakes the car will swerve to the side.

Drivers of wagons should also realize the danger of driving suddenly in front of moving automobiles. Many motorists make the drivers of sprinkling wagons should be a little more careful in the way they twist and turn about the streets at night.

Studebaker Cars Lead In California Records

California has long been regarded as one of the best automobile States in the country. Careful records have been kept of all the cars registered in that State from September, 1910, to August, 1912, and the grand total is 42,177. Studebaker cars lead all other makes in the registration lists, the number of machines bearing California licenses issued during the above mentioned period being 6,812.

"We are proud of leading the field in registration numbers in California," said E. B. Habersham, manager of the Studebaker Corporation's wholesale branch in this city. "Our nearest competitor for the lead has a total of 4,421 cars registered during the period under consideration, while third place is held by another Detroit-made car, with a total of 2,999. The fact that out of 150 different makes of cars with a total registration of 42,177 cars, the Studebaker leads all other makes with a total registration of 6,812 machines, indicates the popularity of the Studebaker on the Pacific coast."

Motor Car Maker Urges State Speed Regulation

Commending uniformity in automobile regulations, Henry Ford, the Detroit motor car maker, says:

"If each State would enact automobile laws regulating the speed at which the cars may be driven and then prohibit any secondary legislation by small towns or cities, the problem would be solved. A motorist would then be able to familiarize himself with the law and would be able to meet its requirements if he desired. If he did not, then every owner of a car should be interested in getting the violator arrested."

"When the townspeople see it is no longer possible to harass the motorist by unfair laws and are assured that automobile owners in general are endeavoring to enforce the laws, then motorists will no longer drive many miles to avoid buying anything in the town, and the town in turn will make the motorist welcome."

Detroit Will Need 100,000 Freight Cars

By an estimate which is considered most conservative, Detroit will need 100,000 freight cars for the automobile trade alone during the 1913 season. All of these, except a few thousands, will have to be of the so-called gondola type for the transportation of motor cars. The chances for a big motor car shortage again this winter are considered serious.

MOTORISTS URGED TO WATCH RIMS FOR SIGNS OF RUSTING

Everitt Agent Barnhart Gives Some Advice on Care Of Automobiles.

"At the beginning of the wet season many automobiles are being examined with critical eye to detect any source of future trouble that may be brought on by the rain," said W. P. Barnhart, the Everitt agent.

"One of the things which should be looked into is the condition of the rims. It may seem like a small thing, yet rust will collect on rims very quickly. Rust can always be detected by the appearance of the beads of the envelope. When the beads show a strongly marked yellowish stain it is evident that the tire has not been properly cared for. This stain is nothing else than rust, which forms on the rims and is deposited on the beads of the tire. If it is allowed to remain it will destroy the tire, for it will slowly but surely eat away the fabric. Moreover, the edges of the rusted rims will become more uneven every day."

"Further, when a rim is rusted it is impossible to maintain the close and regular contact which should exist between rim and bead. Water will soon find its way into the tire to work its usual harm."

"After having been out in bad weather, if the motorist is careful to sponge tires and rims clean and then wipe them dry, especially along the beads, he will do much to prevent the formation of rust."

New Motor Robe.

A new contrivance for motorists is the robe with the foot holes bound and shielded with black leather, so that the feet may manage the pedals without removing the robe. There is also a waist strap to hold the robe in position.

Tips for Motorists

Keep a sharp lookout at street car crossings. Approach car tracks slowly, with your machine under control. Don't cross the car track behind a street car; you may run into a car on the other track coming toward you.

Don't turn into a car track in front of a moving car; you may run the risk of collision.

Automobile accidents are increasing to an alarming extent. Collisions with street cars are frequent. The way to stop them is by more careful driving on and near car tracks.

Innovations in the Manufacture of Cars

With the standardization of automobiles, manufacturers are much interested in refinements of construction and innovations which promise a much changed car for the future. The success of an Indianapolis man in operating an engine without a carburetor and in doubling the mileage with gasoline has proven a theme of conversation during the week.

The promotion of companies in Detroit, Cleveland and elsewhere to manufacture electric and hydraulic gear-shifting devices, doing away with the gear-shifting and brake levers, also promises much for the future, while a safety folding automobile crank, which precludes the chance for a broken arm, is being tested by many makers and will be adopted by several. These are a few of the changes which are coming in the future.

Brakes Should Be Properly Adjusted

"Brakes not properly adjusted are the cause of many casings wearing out prematurely," says the head mechanic in one of the large automobile repair shops in this city. "One drum is sometimes tighter than the other, placing most of the strain on one tire. This has the same effect on the casing as skidding. It soon grinds the rubber off the tread. Have your brakes adjusted if your tire shows the tread ground down in spots."

CAPITAL BUSINESS MEN ARE TURNING TO LIGHT TRUCKS

Motor Delivery Wagons Being Sold Every Day in This City.

Motor delivery wagons ranging in capacity from 500 pounds to 1,500 pounds and light power trucks, one ton and one-half ton capacity, all designed and built with the object of bringing them within the reach of retailers, small manufacturers, and others doing a limited business, are engaging the attention of a majority of the makers of commercial motor vehicles this season.

These machines, besides being inexpensive, are simple in construction and economical in operation and upkeep. Heretofore the heavy and costly motor trucks have occupied the most serious attention of the engineer and designer, probably because big manufacturing companies and department stores have been leaders in the adoption of power vehicles and their needs were met by the three-ton and five-ton trucks and by electric delivery wagons.

Successful use of these machines by such prominent concerns for a series of years, together with the increasing cost and difficulty of maintaining horse service, has developed a widespread demand among smaller companies for machines of less capacity. Traders in all sorts of lines are growing eager to adopt the quicker and better transfer and delivery service.

In Washington the demand for light delivery wagons and motor trucks is growing by leaps and bounds. There is hardly a line of business in this city in which this type of vehicle could not be used to advantage and every day finds some merchant convinced of the economy of the motor delivery wagon with the resultant order to some dealer for one of more such vehicles.

The development of this demand is being anticipated by many men in the commercial vehicle industry. A considerable number of established makers, who have specialized on large trucks, are turning their attention now to smaller machines. At the same time many new companies have organized and begun the manufacture of similar models.



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